HÄFELE

Maximizing
the value of space.
Together.



DESIGN YOUR STORY

The first 100 years.



Dear Reader,

2023 marks a huge **milestone in the history** of our company. Hafele is now **one hundred years old**, and we are taking the opportunity of this extraordinary anniversary to pause and reflect intensively on the growth that's taken us from a small hardware store in the Black Forest (Germany) to a global company.

In addition to extraordinary people who have guided the company's fortunes with far-sightedness, what stood out prominently for us was our ability to forge **strong partnerships** that have been fundamental in shaping our progress and achieving the milestones we stand before today.

We sought to build an ecosystem that fostered a sense of community, respect, and shared purpose and over the years, this approach has proven to be the cornerstone of our achievements. Together, we have weathered economic downturns, navigated shifting market trends, and embraced technological advancements.

Therefore, it wouldn't be incorrect to state that it has been **courage and optimism**, above all that have carried us as an organization through stormy times. These qualities have also defined Hafele from the very beginning and characterised the founders back in the day. The original 2-man business which was a specialist hardware store led by **Adolf Hafele and Hermann Funk**, has developed into a global company, Hafele SE & Co KG, with subsidiaries in **38 countries, 8,000 employees** and more than **1,50,000 customers**.

Standing on the threshold of the next phase of our journey, we realise that it was courage and optimism along with an **unwavering alliance with our employees, vendors, suppliers and above all our customers**, that enabled us to change continuously, to break new ground and not only to think ahead, but also to actively implement these forward-thinking ideas.

As we foray into the next 100 years, Hafele presents its future-oriented brand purpose (which will be at the very core of our strategic outlook) - **"Maximising the value of space. Together."** The new brand claim aims to consolidate our attitude, our competences, the developments inside and outside of our company and the strategic decisions we have made in the past years and decades. And as we transition between the first and second century, we aim to pour our collective experiences that have brought us here into a connected mould – our purpose, that will function as a starting point for a shared journey into the future and will act as a powerful compass for us.

Needless to say, we excitedly look forward to shaping this - perhaps new, different, surprising - future together with you!

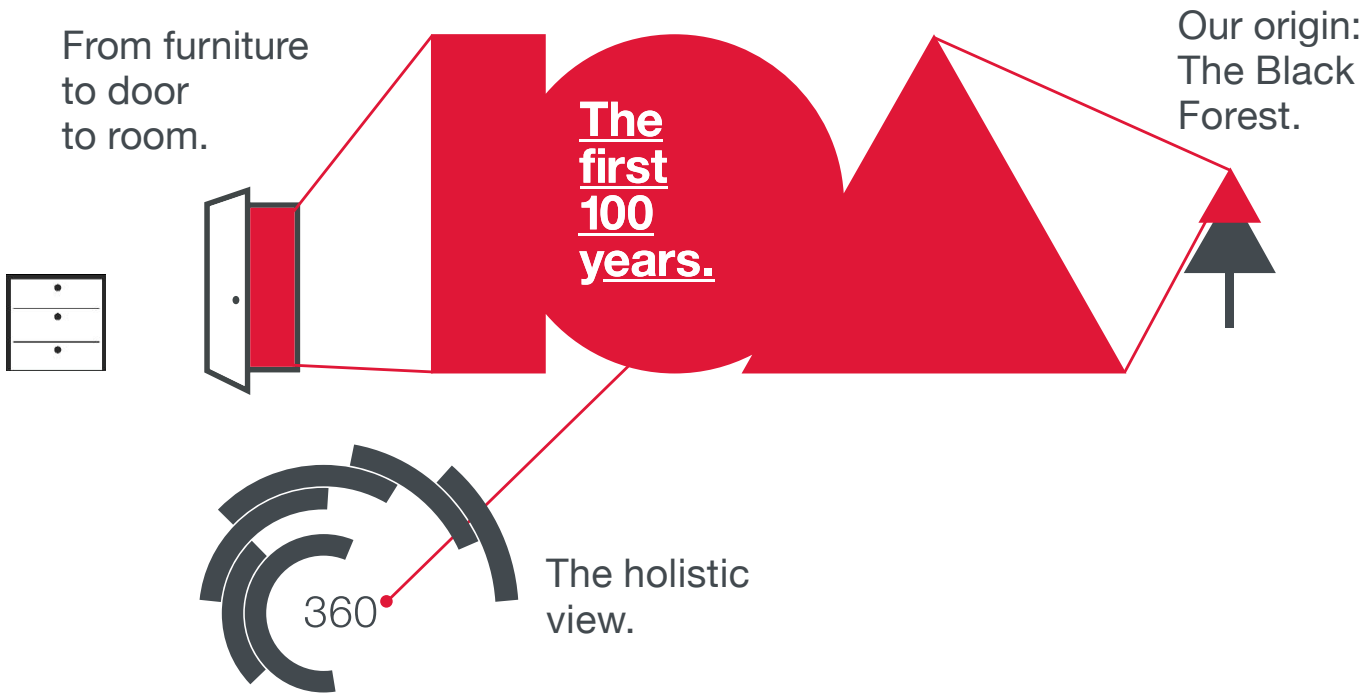
With Best Regards,

Frank Schloeder
Managing Director, Hafele South Asia

HÄFELE

THE PATH OF HAFELE **THAT TRANSLATED INTO SYMBOLS**

For the 100-year anniversary of Hafele, we have expressed two things: The pride in the successful path that the company has taken up to today, and optimism that the path to the future will be just as successful because we have the courage to continuously reinvent ourselves. This is why the anniversary design is based on the roots of the company and is at the same time open and flexible. A modern forward-looking code that gives our ambitions a visual expression



MAXIMIZING THE VALUE OF SPACE. **TOGETHER.**

In conjunction with its 100-year anniversary celebrations this year, that kicked off at Interzum 2023, Hafele unveiled a new purpose line **"Maximizing the value of Space. Together.",** which resonates strongly with us. We aim to strengthen our brand position in South Asia by emphasizing on the meaning of this purpose line, i.e. Hafele strives to provide the best of the best **(maximizing)** benefits **(value)** through its versatile solutions and services for different living and working spaces ranging from hotels, offices, institutes and homes as well as different interior applications like kitchens, living rooms & bedroom furniture, doors and interior partitions, wardrobes as well as furniture and room lighting. And this we strive to achieve in partnership **(together)** with all entities within our ecosystem from our suppliers, partners (Industry and Project), channels (distributors, dealers and franchisees), influencers (architects, designers, contractors and carpenters) right up to the final beneficiary i.e., our end customer.

In short, with our new purpose line we aim to co-create an environment for our endearing customers where they can enjoy the multiplied benefits of their living and working spaces.













Experience More with Service+

Our customers' working environment is becoming increasingly complex and their market is becoming ever more demanding. This drives our motivation to do everything in our power to help our customers be successful. And to demonstrate that Hafele is the right partner in these challenging times, we want to accompany our customers throughout their entire business process and give them added strength in every phase of their business. We don't just want to sell our products, we also want to provide the highest level of service.

We have now divided our services into two categories: ***Standard Services*** which we provide to our customers as a matter of course when they choose our products. For example, a high availability of our goods and punctual delivery. And then there is ***Service+*** which constitutes of services that give our customers considerable added value in terms of building expertise, increasing productivity or providing individual customised solutions. These services require a considerable amount of time and effort to develop and implement and are designed to enable our customers to regard them as worthwhile investments.

The aim is to create solid long-term foundations for our comprehensive service promise and to make Hafele an indispensable partner for our customers. The focus here lies not so much on us and on what we do – but rather, on the benefits derived by our customers. We want to ***empower*** them with opportunities to develop and expand their skills – both as masters of their trade and as entrepreneurs. We want to support them in the planning and realisation of their projects and relieve them of as much work as possible, thereby providing them with a ***helping hand*** to use their most valuable resource – time – as efficiently as possible. And we aim to give our customers ***peace of mind*** and the assurance that even after the end of a successful project completion, we will continue to be there for them as a reliable partner, shouldering responsibility.



In order to support you as comprehensively as possible, we have assigned the Plus Services to individual stages of your work process in a total of four themed pillars. We start with the transfer of knowledge and accompany you via planning and production to installation and maintenance.



Empowering customers with

Service+ Knowledge

Includes service offerings that provide inspiration and expertise to our customers about the Hafele product range. Through these, we enable our customers to use Hafele products profitably and at the same time remain at the cutting edge of technological development. One example of this is the Hafele Academy, which imparts knowledge about complex products and new technologies to our customers via seminars and trainings.



Providing a helping hand to customers with

Service+ Planning & Customised

Includes service offerings like space, design planning and customisations that make life easier for our customers and support their design vision. An example of this is Hafele's Lighting Design Service which helps our customers curate a lighting plan, following a customised approach, that enhances and brings out the true functionality of the interior space as per requirement.



Lending a "Peace-of-mind" experience through

Service+ Assist

Includes service offerings that provide support and assistance to our customers, whether digitally or on site. An example of this is the complete assembly and installation service for more complex and maintenance-intensive products done by our Meister certified and trained technicians.

Service+ Customised



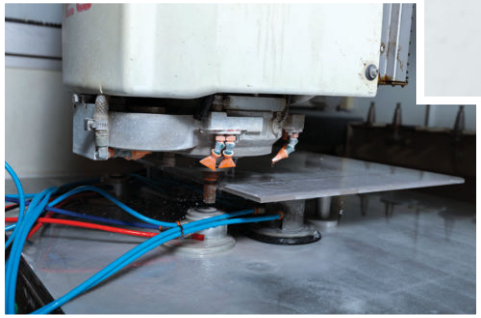














Customization is the future and we at Hafele are not just aware of this fact but also ensure that every product or service offers a certain degree of customization be it in terms of finish or size. Taking a cue from this trend of customization, Hafele has deployed a number of initiatives under its Service+ Customized arm. One such service is offered for our Hafele Surfaces vertical for Offsite fabrication of its Quartz and Ultracompact surfaces by setting up state-of-the-art ***"STONE MASTER EXCELLENCE CENTERS"***. The fabrication of the slabs is done completely offsite at these Centres with Computer Numerical Control (CNC) machines, post which the fabricated (cut-to-size) slabs are taken to the customer's site for installation.

This process has resulted in many benefits:

- The CNC cutting done off site helps in maintaining accurate dimensions of the slabs and reduces the chances of errors and slab wastages.

- Offsite fabrication makes the process swifter and faster, thereby saving a lot of time at site. The only work to be carried out at the site is installation of the cut-to-size slabs which can be carried out within hours. (Earlier fabricators had to work for days on site to get this work done).

- Offsite fabrication results in a cleaner, dust free environment at the site, thus making the overall process hygienic for the customer.

Currently these services are offered through two centres set up in Bangalore and Delhi, respectively and more such centres are in the pipeline to increase reach in different parts of the country.







terra by HÄFELE SURFACES

Every story reflects a personal style, unique thought and creative imagination. Whether they are narrated through a novel, visualized through a movie or simply executed through a piece of design, stories need the right expression that can truly bring out their unique facets. In the world of design, stories are expressed through colours, textures, style and functionality. It is these aspects that make every design unique and individualistic. But, quite often, a designer finds it challenging to find such colours, textures and styles that can express the strong story behind a design.

Breaking all these limitations is Terra – the latest addition to Hafele's Range of Engineered Stone Surfaces under the Hafele Surfaces brand. This new in-house premium range of surfaces brings with it the tradition, knowledge and expertise that Hafele has in the space of Kitchens and Kitchen products. The Terra Range is Quartz dominated and is composed together with colour pigments and binding agents to form a solution that is immensely strong, versatile and creatively workable for a wide array of home applications.

While kitchen countertops takes a prominent spot in this list of applications, Terra also creates possibilities in Wall-cladding, Kitchen backsplashes and Bathroom countertops across the home. This surface can also find an ideal space in Office reception counters, Restaurant bar counters or even backsplashes and wall-claddings in Hotel lobbies and rooms.

Owing to its composition and colour consistency, Terra offers uniform and seamless design possibilities. It comes with 14 elegant yet contemporary colours that add to the versatility of this range. Each colour has a soul and unique characteristic, of its own.



DEPENDABLE QUALITY: Terra surfaces are essentially made with quartz, a material that is known for its inherent strength and durability. Moreover, these surfaces are produced as per stringent quality standards and technical guidelines defined by Hafele. Terra surfaces are tested for their compressive strength and are certified to last. These virtues of strength, durability and consistent high quality make Terra the ideal surface for applications that have a high expectancy of long use.

HIGH COLOUR CONSISTENCY: Terra surfaces come with a high colour consistency across the entire slab owing to the patented Breton Technology used in its production. This gives uniform design results, even in case of larger applications like long kitchen countertops. As opposed natural stone where each tile may look different from the other, Terra gives exceptional consistency and a seamless look that redefines the entire design or application that has been executed.

STAIN AND ACID RESISTANT: Terra Surfaces are highly resistant to any kind of staining or damage due to exposure to household chemical or acidic cleaning agents. This makes the entire length and breadth of the surface look the same for years, with no patchy decolorization, fading or stains.

CRACK RESISTANT: Terra surfaces come with high flexural strength, protecting them from getting chipped or cracked in case a heavy object accidently falls on the surface. Flexural Strength defines the resistance of material from any kind of breakage or damage when an external force is exerted on it.

NON-POROUS & ANTI-BACTERIAL: Owing to the inherent properties of Quartz, Terra surfaces are non-porous which means that cleaning and maintaining the surfaces is extremely easy. The non-porous material of these surfaces also ensures that no germs penetrate it, giving them anti-bacterial properties that provide for a safe and hygienic solution.

SCRATCH RESISTANT: In addition to being non-porous, Terra surfaces are also scratch-resistant, giving you one reason less to worry about high maintenance and fuss over these surfaces. So accidental drops of sharp objects on these surfaces will cause no visible scratches which are otherwise extremely tiresome to get rid of.

TEMPERATURE RESISTANT: Terra surfaces are heat resistant which means that they do not decompose or change character when exposed to high temperatures. The surfaces are also unaffected by cold temperatures; so you need not worry if you have left that bag of frozen peas or chicken to thaw on the surface.

EASY TO CLEAN & MAINTAIN: Owing to their resistance to stains or water, Terra surfaces are very easy to clean; just take a damp cloth with a mild cleaning agent and wipe it across the surface to get them as good as new. The tested high flexural strength and premium quality of Terra Surfaces make them extremely easy to maintain for long periods of time without any chips, cracks or breakages.

THE TERRA EDGE

Terra – Hafele's in-house brand of premium surfaces –comes with a uniform and high colour consistency that runs throughout the surface owing to the patented Breton Technology. Terra surfaces are essentially made with quartz along with other compositions, giving it an eternal strength along with an innate flexibility to be designed to the tunes of your stories and imaginations.

Available in 20mm thickness, Terra surfaces are easy to fabricate and install in different interior applications. They are food-grade safe and extremely easy to clean, maintain and use. Owing to the inherent properties of quartz, Terra surfaces are non-porous as well as anti-bacterial, making them 100% safe, hygienic and long-lasting. They are also extremely immune to varying temperatures and do not decompose or change character when exposed to anything too hot or too cold.

With a host of stable and long-lasting advantages that Terra offers because of its inherent quartz properties, it can be a promising solution for a wide variety of applications ranging from kitchen countertops, kitchen backsplashes, bathroom counters and even wall cladding across the home interiors.

OLYMPIA GOLD







OLYMPIA GOLD

Terra's Olympia Gold exudes sheer extravagance and luxury. The pure white base with brown and golden veins brings elegance to any interior design. It's rich finish elevates the exuberance of the interior space and lends a classy zing to it.

Article Number: 564.42.083
Slab Dimension(L x W x T):
3030 x 1430 x 20 mm
Finish: Polished

NEBULA WHITE





NEBULA WHITE

Acing the interplay of dark and white in a sophisticated and elegant design is Terra's Nebula White. A pure white base that reflects soft shadows of greyish veins, this shade is probably the most unique among the many reflections of Terra.

Article Number: 562.57.083
Slab Dimension (L x W x T):
3100 x 1520 x 20mm
Finish: Polished

CEMENTO





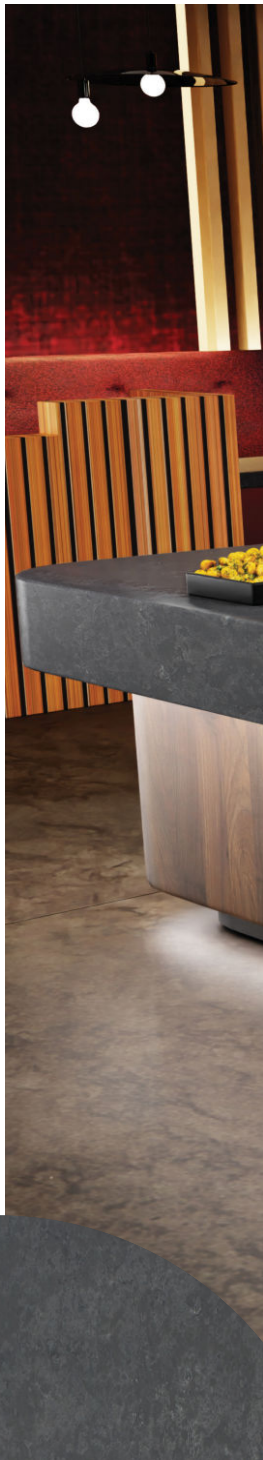
CEMENTO

A cotton-white soft base with a detailed grey texture can best define Terra's Cemento. The beauty about this shade is that it changes its hue with the changing throw of natural light as the day goes by – a vibrant white in the morning sun and a calming grey as the night settles in.

Article Number: 564.42.073
Slab Dimension (L x W x T):
3030 x 1430 x 20 mm
Finish: Polished

CARBONITE







CARBONITE

The dark matt finish of Terra's Carbonite lends an elegant Industrial look to any interior space. When you want rugged interiors that blend the light shades with the dark impeccably, Terra's Carbonite can be your perfect choice.

Article Number: 564.42.063
Slab Dimension (L x W x T):
3030 x 1430 x 20 mm
Finish: Polished

STONICA





STONICA

Another shade that's inspired by nature is Terra's Stonica. Its light grey shade with minute grains and smooth texture will remind you of the cool shimmering sand at a beach. A perfect choice for earthy interiors!

Article Number: 564.42.053
Slab Dimension (L x W x T):
3030 x 1430 x 20 mm
Finish: Polished

EGGNOG

Pastels are yet another favourite among designers and have been in the race for years at stretch. They impart character to any interior space and truly individualize it to a specific style. Terra's Eggnog is a creamy pastel shade interspersed with blending white veins that has the potential of becoming a top favourite among designers who are looking for something original yet different.

Article Number: 564.42.013
Slab Dimension (L x W x T):
3030 X 1430 X 20 mm
Finish: Polished



HIMALAYAN WHITE

"Less is more" – a trend that is redefining home interiors with minimalistic design, clean straight lines and a seamless flow of uniform tonality. Terra's Alba White encompasses all these traits of minimalism with its fresh, pristine white colour that runs uniformly across the surface. A great companion to modern contemporary kitchens and other areas of the home, fetching for a simplistic design that never goes out of fashion.

Article Number: 562.57.064

Slab Dimension (L x W x T):

3300 X 1650 X 20 mm

Finish: Polished



ALBA WHITE

"Less is more" – a trend that is redefining home interiors with minimalistic design, clean straight lines and a seamless flow of uniform tonality. Terra's Alba White encompasses all these traits of minimalism with its fresh, pristine white colour that runs uniformly across the surface. A great companion to modern contemporary kitchens and other areas of the home, fetching for a simplistic design that never goes out of fashion.

Article Number: 562.57.053

Slab Dimension (L x W x T):

3100 x 1520 x 20 mm

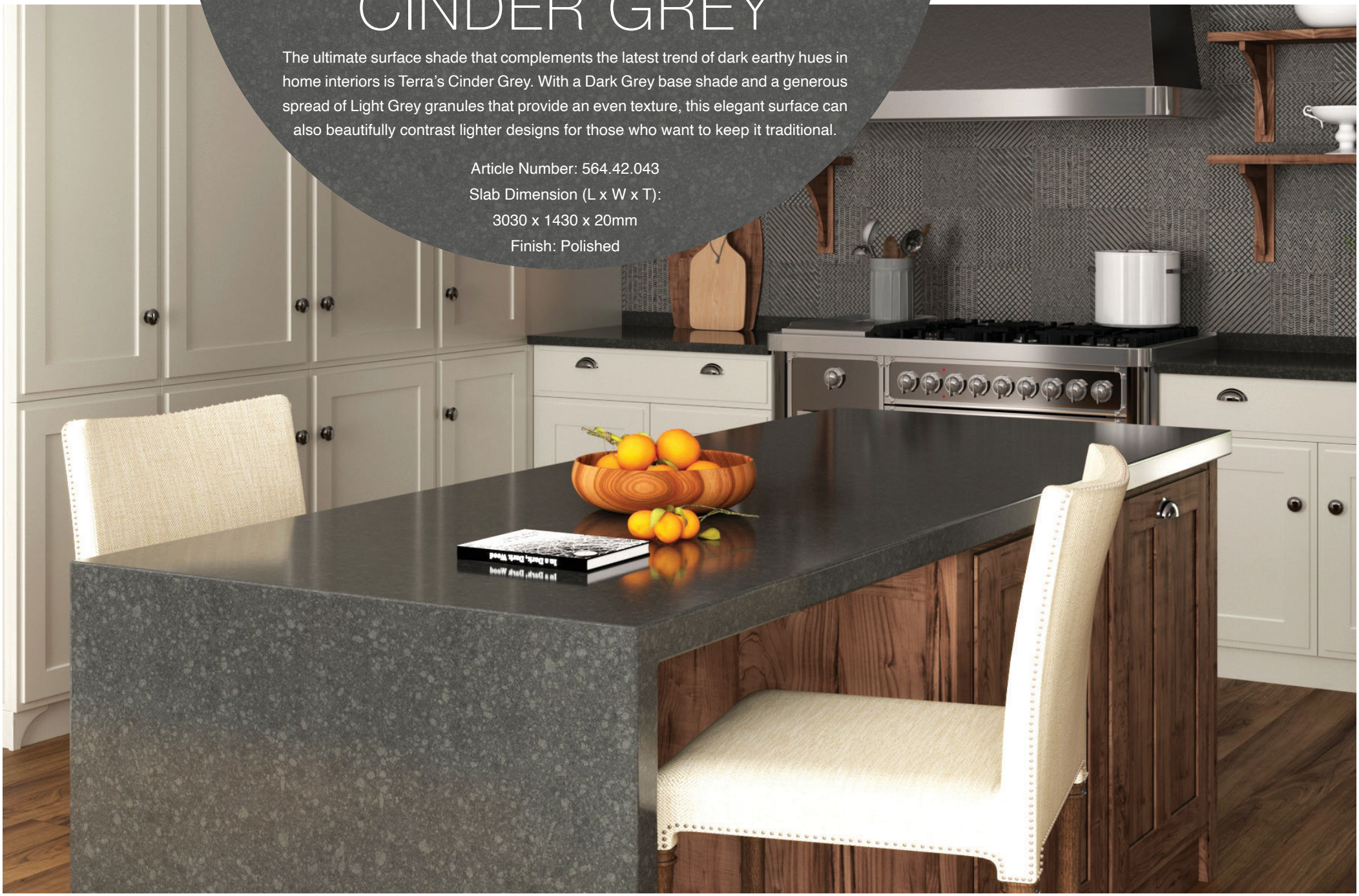
Finish: Polished



CINDER GREY

The ultimate surface shade that complements the latest trend of dark earthy hues in home interiors is Terra's Cinder Grey. With a Dark Grey base shade and a generous spread of Light Grey granules that provide an even texture, this elegant surface can also beautifully contrast lighter designs for those who want to keep it traditional.

Article Number: 564.42.043
Slab Dimension (L x W x T):
3030 x 1430 x 20mm
Finish: Polished



GRIS ROYALE

An absolute companion to woody interiors, Terra's Gris Royale adds subtlety and minimalism to any given space. A light grey base with dark veins that cut across the length of the surface, make this shade relatable and real.

Article Number: 562.57.023

Slab Dimension (L x W x T):

3100 x 1520 x 20 mm

Finish: Polished



MOON WHITE

This calming shade of white with a detailed spread of fine grains forms an immediate connect with the therapeutic moonlight that beautifully contrasts the night. Terra's Moon White imparts poise and enamour to any environment that it is applied to. It can accentuate the look of light tones or even beautifully contrast darker tones of any interior room or area.

Article Number: 562.57.073

Slab Dimension (L x W x T):

3100 x 1520 x 20 mm

Finish: Polished



VENA ORO

Copper and Rose Gold are trending colours in home interiors and are definitely being experimented with in Kitchens, Living rooms and even Bedrooms. Bringing a subtle whiff of copper and gold as intricate veins running on a virgin white back-shade is what defines Terra's Vena Oro, making it a truly unique, stylish and trendy surface to apply to any home setting.

Article Number: 564.42.023
Slab Dimension (L x W x T):
3030 X 1430 X 20 mm
Finish: Polished





OLYMPIA GOLD
Article Number: 564.42.083
Slab Dimension: 3030 x 1430 x 20 mm (L x W x T)



NEBULA WHITE
Article Number: 562.57.083
Slab Dimension: 3100 x 1520 x 20mm (L x W x T)



CEMENTO
Article Number: 564.42.073
Slab Dimension: 3030 x 1430 x 20 mm (L x W x T)



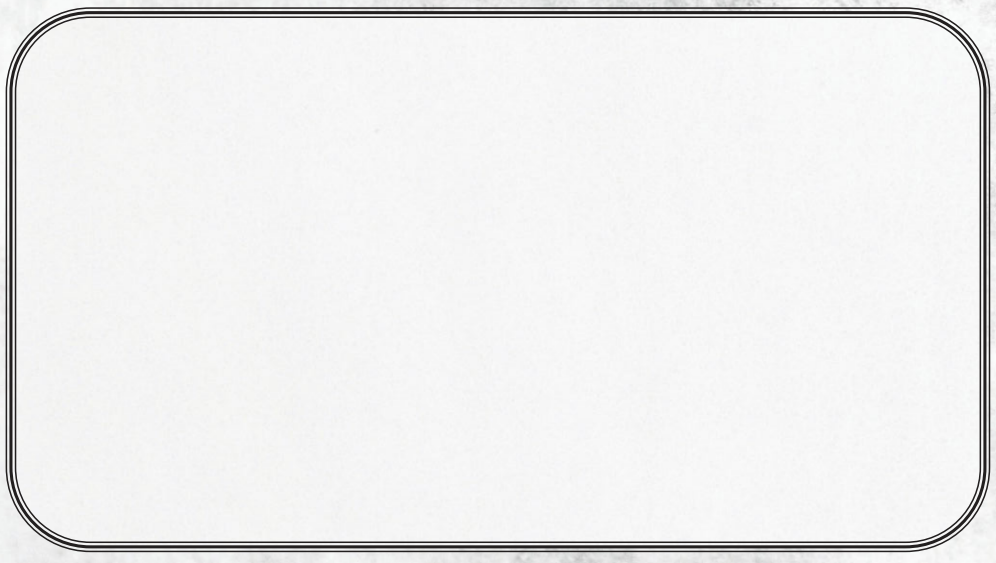
CARBONITE
Article Number: 564.42.063
Slab Dimension: 3030 x 1430 x 20 mm (L x W x T)



STONICA
Article Number: 564.42.053
Slab Dimension: 3030 x 1430 x 20 mm (L x W x T)



EGGNOG
Article Number: 564.42.013
Slab Dimension: 3030 X 1430 X 20 mm (L x W x T)



HIMALAYAN WHITE
Article Number: 562.57.064
Slab Dimension: 3300 X 1650 X 20 mm (L x W x T)



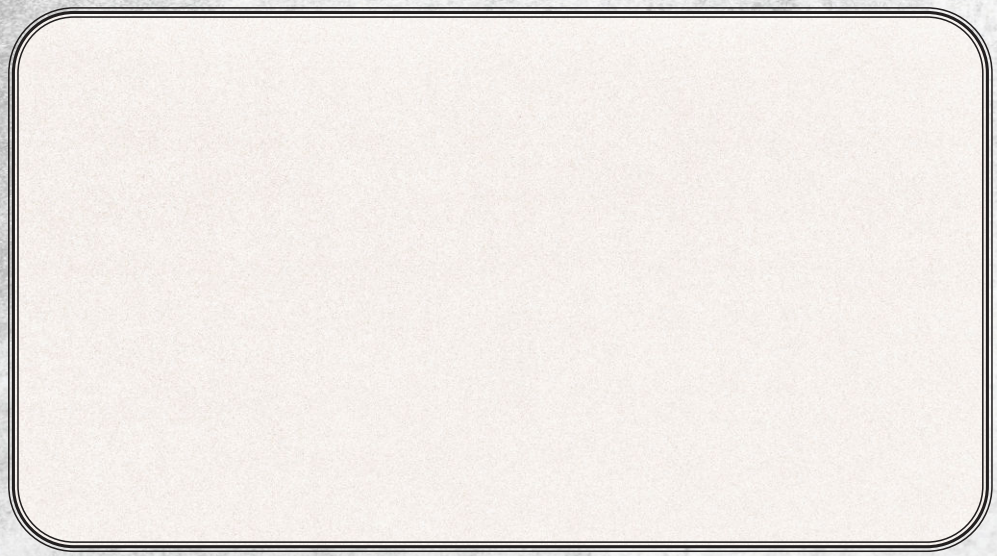
ALBA WHITE
Article Number: 562.57.053
Slab Dimension: 3100 x 1520 x 20 mm (L x W x T)



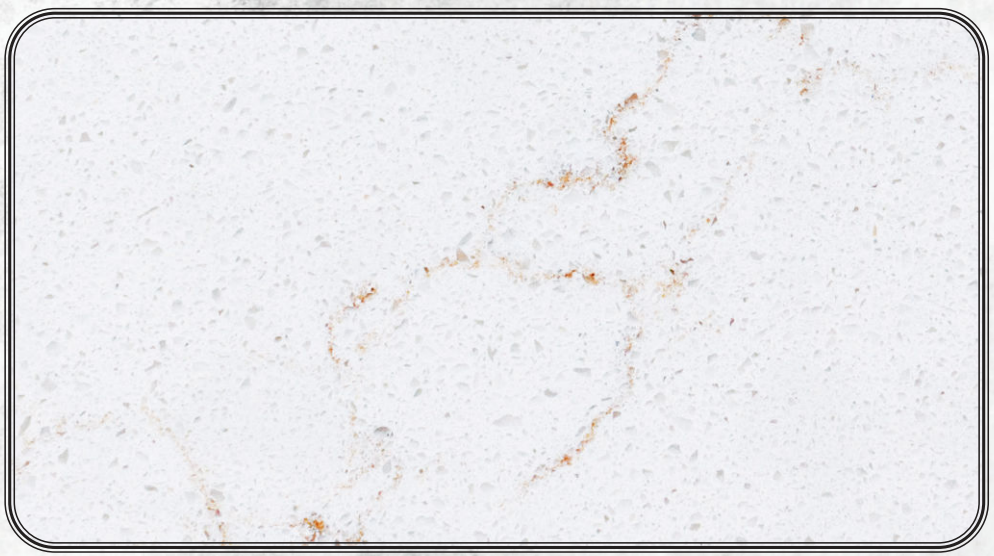
CINDER GREY
Article Number: 564.42.043
Slab Dimension: 3030 x 1430 x 20mm (L x W x T)



GRIS ROYALE
Article Number: 562.57.023
Slab Dimension: 3100 x 1520 x 20 mm (L x W x T)



MOON WHITE
Article Number: 562.57.073
Slab Dimension: 3100 x 1520 x 20 mm (L x W x T)



VENA ORO
Article Number: 564.42.023
Slab Dimension: 3030 X 1430 X 20 mm (L x W x T)

Mumbai Design Centre:
Haji Moosa Patrawala Ind.(SOBO) Estate,
Near Famous Studio,
Mahalaxmi (West), Mumbai - 400 011
Tel.: 022 6264 7100.

Mumbai Design Centre:
#2 Filix Building, Opp. Asian Paints,
L.B.S. Marg, Bhandup (West),
Mumbai - 400 078
Tel.: 022 2596 9660/
2596 9787/2594 7305

New Delhi Office & Design Centre:
D-89 , 1st Floor, Okhla Phase-I,
New Delhi - 110 020
Tel.: 011-66574999
Fax: 011-41605482

Bangalore Office & Design Centre:
Incubex Nestavera Spaces Pvt Ltd,
No:13, Langford Place, Langford Road,
Shanti Nagar, Bangalore - 560 025
Tel.: 080 4132 6116
Fax: 080 4132 6226

Bangalore
Hafele Appliances Gallery:
No. 2/1, Shiv Manor, Langford Road,
Shantinagar, Bangalore - 560027
Tel.: 080 - 4142 6336

Hyderabad Office & Design Centre:
SJR Building - # 1-57/89/1 & 1-57/89/2
Opp Allahabad Bank, Gachibowli,
Hyderabad – 500032
Tel.: 040 29557578 / 040 29557588

Kolkata Design Centre:
PS PACE, Premises No. 1/1A,
Mahendra Roy Lane, Topsia,
Kolkata - 700 046
Tel.: 033 40086814 / 033 40089268
Fax: 033 24988020

Kolkata Office:
Office No. 1001, PS Continental,
10th Floor, 83/2/1 Topsia Road,
Near Vishwakarma Building.
South Kolkata - 700046
Tel: 033-2285 0104 /
033-2285 0105 / 033-2285 0106

Chennai Office & Design Centre:
1st Floor No.24, College Road,
Nungambakkam, Chennai - 600 006
Tel.: 044 - 4215 1542
Fax: 044 2446 0922

Pune Design Centre:
Showroom No. 2, Ground Floor,
F P no. 403, A/2, ICC Trade Tower,
Senapati Bapat Marg,
Shivaji Nagar, Pune -411016
Tel.: 020 2563 3301
Fax: 020 2563 3302

Pune Office:
Office No. 12, Vastushree Complex,
Survey No.587,
Near Hyde Park, Gultekdi,
Market Yard, Pune - 411 037
Tel.: 020 2426 6264
Fax: 020 2426 6274

Ahmedabad Office:
Hafele India Pvt. Ltd., Office No. 302,
3rd Floor, Shangrila Arcade,
Near Shyamal Cross Road, Satellite,
Ahmedabad - 380015
Tel.: +91 79695 55505 / 8866220505

Cochin Office:
Jomer Symphony, 5th Floor,
48/1744 C34, Chalikkavattom,
North Ponnurunni, Vyttila,
Cochin- 682010

Sri Lanka:
Hafele Office and Design Centre:
52, Nandana Gardens
(On Duplication Road), Colombo 04.
Tel: +94 112 500 501.
Fax: 0094 112 500 553.

Hafele Design Centre:
448, Galle Road, Rawathawatta,
Moratuwa, Sri Lanka.
Tel.: +94 112 644 600.

Hafele Design Centre:
752 Peradeniya Rd,
Kandy 20000,
Sri Lanka.
Tel.: +94 812 223 338.

Bangladesh Office:
2nd Floor, House - 181, Road - 2,
Mohakhali DOHS, Dhaka - 1206.
Tel.: 01844018431/ 01844018432/
01844018433/ 01844018437.

Bangladesh Design Center:
House - 106, Road - 12,
Block - E, Banani, Dhaka - 1213
Tel.: 02-48810380-81

Nepal:
UHS Holdings Pvt. Ltd.
Kathmandu-2, Gairidhara Chowk, Nepal.
Mob.: +977 9802338800

Bhutan:
Smart Homes
Gr. Floor, Druk Building (Opp Helipad)
Babesa -Thimpu Expressway, Thimpu
Tel.: +975-2-333419
Mob.: +975-77277615, 17839717,
77114228,1760063,17669840

HÄFELE

Maximizing the value of space. Together.

Mumbai Corporate Office:
Office No. 3, Building “A”, BETA,
I Think Techno Campus, Off J.V.L.R,
Opp. Kanjurmarg East, Mumbai – 400 042.
Tel.: 022 6142 6100 | Fax: 022 6702 0531.

Toll Free Customer Care: 1800 266 6667
Customer Care WhatsApp: +91 97691 11122
customercare@hafeleindia.com
info@hafeleindia.com

Follow us on

GET IT ON Google Play

Download on the App Store

TERRA_VOL_III_Article No.: 732.40.508_02/10/2023